

## CONTRACT



**WHIO-TV**  
**PO Box 809606**  
**Chicago, IL 60680-9606**  
**(855) 333-2676**

<u>Contract / Revision</u> 105004 /		<u>Alt Order #</u> 08221206
<u>Product</u> PRIORITIES USA ACTN		
<u>Contract Dates</u> 10/04/16 - 10/10/16		<u>Estimate #</u> 4559
<u>Advertiser</u> ISS/Priorities USA Action-A		<u>Original Date / Revision</u> 09/23/16 / 09/23/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WHIO-TV	<u>Account Executive</u> Philadelphia CoxRep	<u>Sales Office</u> CoxReps Philad
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u> 750	<u>Product 1/2</u> 760
<u>Agency Ref</u> 9722		<u>Advertiser Ref</u> 14205

And:

**Targeted Platform Media LLC**  
**1291 Hollywood Avenue**  
**Annapolis, MD 21403**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	WHIO	10/04/16	10/10/16	M-F 10a-11a	10:00 AM-11:00 A		:30			P-02		NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/04/16	10/10/16	MTWTF--				3	\$600.00					
N 2	WHIO	10/04/16	10/10/16	NewsCenter 7 @ noon	12:00 PM-12:30 P		:30			P-02		NM	5	\$7,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/04/16	10/10/16	MTWTF--				5	\$1,525.00					
N 3	WHIO	10/04/16	10/10/16	M-F 4p-5p	4:00 PM-5:00 PM		:30			P-02		NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/04/16	10/10/16	MTWTF--				3	\$1,000.00					
N 4	WHIO	10/04/16	10/10/16	Daybreak Edition 5a	5:00 AM-5:30 AM		:30			P-02		NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/04/16	10/10/16	MTWTF--				3	\$700.00					
N 5	WHIO	10/04/16	10/10/16	NewsCenter 7 5p	5:00 PM-5:30 PM		:30			P-02		NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/04/16	10/10/16	MTWTF--				4	\$2,000.00					
N 6	WHIO	10/04/16	10/10/16	Daybreak Edition 530a	5:30 AM-6:00 AM		:30			P-02		NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/04/16	10/10/16	MTWTF--				4	\$900.00					
N 7	WHIO	10/04/16	10/10/16	NewsCenter 7 530p	5:30 PM-6:00 PM		:30			P-02		NM	3	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/04/16	10/10/16	MTWTF--				3	\$2,200.00					
N 8	WHIO	10/04/16	10/10/16	NewsCenter 7 6p	6:00 PM-6:30 PM		:30			P-02		NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/04/16	10/10/16	MTWTF--				2	\$2,500.00					
N 9	WHIO	10/04/16	10/10/16	Daybreak Edition 6a	6:00 AM-7:00 AM		:30			P-02		NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/04/16	10/10/16	MTWTF--				4	\$1,200.00					
N 10	WHIO	10/04/16	10/10/16	M-F 7p-730p	7:00 PM-7:30 PM		:30			P-02		NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/04/16	10/10/16	MTWTF--				2	\$2,000.00					

(\* Line Transactions: N = New, E = Edited, D = Deleted)

CMG does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with CMG whether verbal or written.

Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

Thank you for your business!



**WHIO-TV**  
**PO Box 809606**  
**Chicago, IL 60680-9606**  
**(855) 333-2676**

<u>Contract / Revision</u>	<u>Alt Order #</u>
105004 /	08221206

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/04/16 - 10/10/16	PRIORITIES USA ACTN	4559

<u>Advertiser</u>	<u>Original Date / Revision</u>
ISS/Priorities USA Action	09/23/16 / 09/23/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
N 11	WHIO	10/04/16	10/10/16	CBS This Morning	7:00 AM-9:00 AM		:30			P-02		NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/04/16	10/10/16	MTWTF--				4	\$1,000.00					
N 12	WHIO	10/04/16	10/10/16	M-F 9a-10a	9:00 AM-10:00 AM		:30			P-02		NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/04/16	10/10/16	MTWTF--				3	\$550.00					
N 13	WHIO	10/06/16	10/06/16	Thur Prime Hour 2	9:00 PM-10:00 PM		:30			P-02		NM	1	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	---1---				1	\$3,750.00					
N 14	WHIO	10/04/16	10/04/16	Tue Hour1	8:00 PM-9:00 PM		:30			P-02		NM	1	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	-1-----				1	\$4,250.00					
<b>Totals</b>									0.00				42	\$60,175.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/10/16	42	\$60,175.00	(\$9,026.25)	\$51,148.75
<b>Totals</b>	42	\$60,175.00	(\$9,026.25)	\$51,148.75

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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Thank you for your business!

FAX# 610-225-1191  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
SEP21/16 12.41  
\*\*\* WHIO-TV \*\*\*

REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_

BUYER NAME KATHRYN WEI.SH

SALES PRSN	PH-	NICK WELTTE
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ANNAPOLIS, MD 21403

	CLASS: NATL.	LOCAL	REGIONAL
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\_\_\_\_\_ (CCE)

DATE SEP21/16 12.41

TO DEANNA  
FR JARED  
REVISED RATES ON ALL LINES  
ADDED SPOTS ON LINES 2,5-6  
TOTAL SAME  
PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
PRIORITIES USA ACTION

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVTM	DAYS	TOTL
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	: TOTL

AGENCY ADVERTISER CODE = 750	AGENCY EST# = 4559
AGENCY PRODUCT CODE = 760	

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PROGRAM : DR. PHIL  
CON COM1: DR. PHIL

5

PROGRAM : NEWSCENTER 7  
CON COM1 : NEWSCENTER 7



SEP21/16 12.41  
\*\* WHIO-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	RS		400P-500P PROGRAM : ELLEN CON COM1: ELLEN	30		\$1,000.00	10/4	10/10	3		TU-F,M	3
4	R		500A-530A PROGRAM : DAYBREAK EDITION CON COM1: DAYBREAK EDITION	30		\$700.00	10/4	10/10	3		TU-F,M	3
5	RS		500P-530P PROGRAM : NEWSCENTER 7 CON COM1: NEWSCENTER 7	30		\$2,000.00	10/4	10/10	4		TU-F,M	4
6	RS		530A-600A PROGRAM : DAYBREAK EDITION CON COM1: DAYBREAK EDITION	30		\$900.00	10/4	10/10	4		TU-F,M	4
7	R		530P-600P PROGRAM : NEWSCENTER 7 CON COM1: NEWSCENTER 7	30		\$2,200.00	10/4	10/10	3		TU-F,M	3
8	R		600P-630P PROGRAM : NEWSCENTER 7 CON COM1: NEWSCENTER 7	30		\$2,500.00	10/4	10/10	2		TU-F,M	2
9	R		600A-700A PROGRAM : DAYBREAK EDITION CON COM1: DAYBREAK EDITION	30		\$1,200.00	10/4	10/10	4		TU-F,M	4
10	R		700P-730P PROGRAM : WHEEL OF FORTUNE CON COM1: WHEEL OF FORTUNE	30		\$2,000.00	10/4	10/10	2		TU-F,M	2
11	R		700A-900A PROGRAM : CBS THIS MORNING CON COM1: CBS THIS MORNING	30		\$1,000.00	10/4	10/10	4		TU-F,M	4

REP HEADLINE# 8221206 TRF# 105004  
 \$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET

FAX# 610-225-1191  
 HARRIS REPORT FROM REP

SEP21/16 12.41  
 \*\*\* CHANGES \*\*\* \*\* WHIO-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12	R		900A-1000A	30		\$550.00	10/4	10/10	3		TU-F,M	3
PROGRAM : KELLY AND MICHAEL												
CON COM1: KELLY AND MICHAEL												
13	R		900P-1000P	30		\$3,750.00	10/6	10/6	1		THU	1
PROGRAM : MOM/ODD COUPLE												
CON COM1: MOM/ODD COUPLE												
14	R		800P-900P	30		\$4,250.00	10/4	10/4	1		TUE	1
PROGRAM : NCIS												
CON COM1: NCIS												
OCT/16						60175.00						

CONTRACT TOTAL 60175.00  
 TOTAL SPOTS 42

MARKET TOTALS \$97,056  
 SVC- NSI  
 DEMOS- RA35+\*

WHIO 62% WDTN 21% WKRF 10% WRGT 5% CABL 0% WBDT 2%

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE